

## **BMW Group Latin America remained the undeniable leader of the Premium segment throughout 2021 in the region.**

- In 2021, BMW Group sold 47,404 units of its BMW and MINI brands in Latin America.
- These figures reinforced the Group's leadership in 25 out of the 27 countries of the region where it has operations.
- During 2022, BMW Group Latin America will continue leading its efforts towards vehicle electrification, as well as towards digitalization of its processes and customer service.
- BMW Group delivered 2,515,939 units globally, which accounts for an increase of 8.4% in relation to the previous year.

**Mexico City, February 15, 2022.** Throughout 2021, BMW Group Latin America was once again consolidated as the leading vehicle manufacture of the Premium segment both in Latin America and worldwide. After the global challenges of the last two years, BMW Group Latin America showed great skills and knowledge to strengthen its position selling a total of 40,071 BMW units (16.2% more than in 2020), 7,333 MINI units (14.2% more than last year), and 22,146 BMW Motorrad units (14.8% more in relation to 2020). This accounts for a 36.5% market share in Latin America for BMW Group and its brands.

As a way to face the industry challenges, BMW Group Latin America had significant advances in digitalization processes both for customer service and for sale and post-sale services. Also, BMW Group Latin America was consolidated as a company that makes electromobility the core of its strategy since it sold about 6 thousand electric vehicles in all the region (14% of total sales in Latin America). Furthermore, throughout 2021, the company reinforced and widened its investments in key markets that allowed it consolidating its commitment with the whole region. This proves the operation strength and innovation capacity that have allowed the company build up its business.

“These have been two challenging years, but definitively, in BMW Group Latin America we have known how to adapt quickly and smartly to reinforce the company's positioning in the region. We have invested both in infrastructure and in dealership openings and key alliances. Also, our focus on electrification comprises all the region and has been reflected not only in product launches, but also in the promotion of sustainability culture. Industry has changed and it is important to have a more consumer-centered and digitalization-centered approach, which is something that we have reinforced without putting the business aside”, said Reiner Braun, new President and CEO of BMW Group Latin America.

### **BMW Group Mexico assures the arrival of new vehicles and strengthens its customer service.**

Throughout 2021, one of the main goals of BMW Group Mexico was gaining customers' loyalty continuously and taking care of them through the implementation of new technologies, digitalization, financing services as well as sale and post-sale services. On the other hand, electromobility projects were strongly promoted in order to strengthen the electric fleet and products provided to the customer, but also to make BMW Group Mexico a sustainable company. Throughout the last years, BMW Group Mexico has positioned itself as a groundbreaking and leading company in this topic in the country

and plans to keep being it so not only in 2022, but also in the long term, pushing the arrival of completely electric models to Mexican markets during 2022.

Thanks to all these strategies, the relation with key stakeholders of the company were even more robust during 2021, and the company and its BMW, MINI and BMW Motorrad brands led the industry. Throughout 2021, BMW Group Mexico sold 12,895 BMW units and y 4,017 MINI vehicles, which accounts for increases by 13.4% and 7.3%, respectively, in comparison to the sales of 2020. On its turn, BMW Motorrad sold a total of 6,248 units meaning an increase of 18.2% in contrast with the previous year. This means that BMW Group in Mexico had a market share of 31.2%, surpassing any of its competitors in the Premium sector.

“In 2022, BMW Group Mexico will be focused on improving our customers experiences in all areas; on keeping our leading industry position, specifically for the Premium vehicle segment in Mexico; on implementing digital features, since these innovative formats have allowed us staying close to our customers and fans; on participating in sustainability and electrification issues; as well as on promoting initiatives helping the country to create infrastructure as required by our customers. Also, we are committed to bring the most recent launches of our brands to the Mexican market at the same time they are just beginning to be sold worldwide”, said Maru Escobedo, CEO for BMW Group Mexico.

### **BMW Group Brazil advances in sales, electrification, local production, and global technology development.**

After 26 years of its arrival to the country and having two local production plants, BMW Group Brazil has positioned as one of the most important arms in the region. During 2021, BMW Group Brazil announced the local production of new vehicle models, confirming the country's quality as to the production of technology, quality and passion. Also, it is evidence of the unbreakable commitment of BMW Group with this nation. Brazil is the biggest Premium vehicle manufacturer in South America: its plants are leaders in strategies and digitalization software development. Together with the announcement of new products, BMW Group confirms the engineering activity increase in Brazil to support global development of innovations for the company.

Currently, over 1 out of 3 vehicles of the Premium segment sold in Brazil is a BMW, and the Group sells more units in this country than most of its closest competitors in the aggregate. BMW Group Brazil sold 14,552 BMW units (+16.8% vs 2020), 1,418 MINI units (+9% vs. 2020) and 11,904 BMW Motorrad units (+13.9% vs. 2020).

“BMW Group's plans in Brazil are unaltered and focused to maintain the Premium market leadership as it has been so far. For 2022, we have foreseen the promotion of more than 30 product launches, including BMW, MINI and BMW Motorrad models. We believe in Brazil and in the future of the Araquari and Manaus Plants. This has been reflected in the big investments announced during 2021 to grow and strengthen the Brazilian market with local production and support for world technology development. Indeed, Brazil is a very important market for BMW Group and we expect that this tendency will continue as it has been so far”, said Aksel Krieger, CEO for BMW Group Brazil. “We hope our sales success will continue and we will progress in electrification issues with five completely electric models offered in the country”, kept saying Krieger.

## **Importer markets work in gaining customers' loyalty and reactivating local economy.**

For BMW Group, Latin America and the Caribbean (where the company operates through importer markets as business partners) are a main pillar for the company, not only for sales and brand positioning, but also in relation to its capacity to adapt to constant changes and challenging moments experienced by the countries of this region. Throughout 2021, BMW Group Importer Markets and partners worked in gradually reactivating in-person events in their showrooms, which has helped BMW Group and its brands stay as customers' favorites.

Furthermore, important investments in some of the region's countries were promoted during 2021 in order to help the Dealership and Importer network strengthening their local positioning. This is true for Uruguay, where BMW Group will invest 20 million US Dollars to develop sustainable energies for their new showroom, as well as a resource reusing plan. By the end of 2021, Importer Markets reported that sales of BMW brand increased by 26.9% in comparison to the previous year with 11,759 units sold in the region and the sales of MINI brand increased by 36.9% with 1,722 sold units. In its turn, BMW Motorrad sold 4,544 units which accounts for an increase of 23.9%.

"Throughout 2021, we and our importer network, and our local business partners implemented strategies to keep positioning BMW Group as Premium segment leader in the region; this goal has been achieved successfully since we are leaders in almost all the markets where we have business operations. We assure ways of staying close to our customers and offering them experiences, amenities, and synergies, but also product innovation, security, and technology, which have placed us as undoubted leader in the region. We expect growing and strengthening our Group in 2022", said Alejandro Echeagaray, CEO of Importer Markets for Latin America and the Caribbean for BMW Group Latin America.

## **BMW Group Argentina, over two decades of consistent commitment.**

Despite the macroeconomic environment in Argentina during the last years, BMW Group's commitment to the country is stronger than ever after 21 years of its first subsidiary's arrival to the country. During 2021, the Group announced the consolidation of an agreement for over 300 million US Dollars to procure Argentinian lithium, which makes the country the second most important supplier of this mineral for BMW Group worldwide. This significant announcement has become a milestone in the alliance of BMW Group with Argentina.

Additionally, throughout the year, important investments in the Dealership Network of the country were announced as well as the local launches that position BMW Group Argentina as one of the Premium segment leaders in the country. By the end of 2021, Argentina reported a total of 865 BMW patented units, 176 MINI patented units, and 292 de BMW Motorrad units.

"Argentina is an important market for BMW Group. For over two decades of uninterrupted presence in the country through a subsidiary company, we have provided the Premium service that customers expect and value. In 2021 we continued implementing the ambitious plan to invest in our dealership network which has accrued over 15 million USD since 2018. We keep on bringing product innovations of our BMW and MINI brands for our customers; and we announced the Argentinian lithium supply to

manufacture fifth-generation battery cells, a pillar in BMW Group's electrification strategy", said Ivana Dip, CEO of BMW Group Argentina.

### **Information Tables - Consolidated earnings from sales for 2021.**

<b>LATAM Region</b>	<b>Sales Jan-Dec 2021</b>	<b>Growth vs. 2020</b>
BMW	40,071	+16.2%
MINI	7,333	+14.2%
BMW Motorrad	22,988	+14.8%

<b>Mexico</b>	<b>Sales Jan-Dec 2021</b>	<b>Growth vs. 2020</b>
BMW	12,895	+13.4%
MINI	4,017	+7.3%
BMW Motorrad	6,248	+18.2%

<b>Brazil</b>	<b>Sales Jan-Dec 2021</b>	<b>Growth vs. 2020</b>
BMW	14,552	+16.8%
MINI	1,418	+9.0%
BMW Motorrad	11,904	+13.9%

<b>Importer markets</b>	<b>Sales Jan-Dec 2021</b>	<b>Growth vs. 2020</b>
BMW	11,759	+26.9%
MINI	1,722	+36.9%
BMW Motorrad	4,544	+23.9%

<b>Argentina</b>	<b>Sales Jan-Dec 2021</b>	<b>Growth vs. 2020</b>
BMW	865	-23.1%
MINI	176	+1.1%
BMW Motorrad	292	-73.0%

\*\*\*

#### **About BMW Group**

BMW Group is the leading Premium vehicle and motorcycle manufacturer with its four brands: BMW, MINI, Rolls-Royce and BMW Motorrad; it also provides financial services and high-quality mobility products. Being a global company, BMW Group operates 31 manufacturing and assembling plants in 15 countries and has a global sales network in over 140 countries.

In 2021, BMW Group sold over 2.5 million vehicles and over 194,000 thousand motorcycles worldwide. Earnings before taxes for the financial year 2020 were approximately 5.222 billion Euros on incomes totaling 98.990 billion Euros. On December 31, 2020, BMW Group had a workforce made up of 120,726 employees.

BMW Group's success has always been based on long-term thinking and responsible actions. The company set a lead towards the future from an early stage and consistently by making sustainability and efficient resource management essential elements of its strategic direction, from the supply chain through production to the end of the life cycle of all its products.

**[www.bmwgroup.com](http://www.bmwgroup.com)**

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>

**About BMW Group Latin America**

BMW Group in Latin America markets three brands: BMW, MINI and BMW Motorrad; it also markets the sub-brand BMW i in some countries. BMW Group Mexico began its activities by the end of the year 1994, and therefore it celebrated its 25th anniversary in this country in 2019. In Latin America, it is the first importer located in Ecuador in 1958, being present in that country for over 50 years.

The Group has two plants in Brazil, one located in Araquari, Santa Catarina for the manufacture of cars. The other plant is in Manaus, Amazon, which is the first facility to manufacture two wheel vehicles of the brand outside Germany. On July 2014, the investment of one billion Dollars for the construction and operation of a manufacturing plant in San Luis Potosí, Mexico was announced; such plant began operating in 2019 with the new generation of the BMW 3 Series.

Also, it has a service and post-sales organization providing customer service.

**For further information, please contact:**

**Corporate Communication - BMW Group Latin America**

Vladimir Mello

[vladimir.mello@bmw.com.mx](mailto:vladimir.mello@bmw.com.mx)

Juan Bernardo Vázquez Mellado

[bernardo.vazquezmellado@bmw.com.mx](mailto:bernardo.vazquezmellado@bmw.com.mx)

Zolveing Zúñiga

[zolveing.zuniga@bmw.com.mx](mailto:zolveing.zuniga@bmw.com.mx)

Edgar Téllez

[edgar.tellez@bmw.com.mx](mailto:edgar.tellez@bmw.com.mx)

**Corporate Communication - BMW Group San Luis Potosí (Mexico) Plant**

Elizabeth Arreguín

[elizabeth.arreguin@bmw.com.mx](mailto:elizabeth.arreguin@bmw.com.mx)

Julián Argüelles

[julian.arguelles@bmw.com.mx](mailto:julian.arguelles@bmw.com.mx)

**Corporate Communication - BMW Group Argentina**

Gonzalo Rodiño

[gonzalo.rodino@bmw.com.ar](mailto:gonzalo.rodino@bmw.com.ar)

Tania Silva

[tania.silva@partner.bmw.com.ar](mailto:tania.silva@partner.bmw.com.ar)

**Corporate Communications – BMW GROUP Brazil**

Joao Veloso

[joao.veloso@bmw.com.br](mailto:joao.veloso@bmw.com.br)

Paula Cichini

[paula.cichini@bmw.com.br](mailto:paula.cichini@bmw.com.br)

**Regional Public Relations Agency - JeffreyGroup**

JeffreyGroup Team - BMW Group Latin America

[bmwgrouplatam@jeffreygroup.com](mailto:bmwgrouplatam@jeffreygroup.com)

**BMW Group San Luis Potosí (Mexico) Plant – JeffreyGroup Public Relations Agency**

JeffreyGroup Team - BMW Group SLP Plant

[bmwplantaslp@jeffreygroup.com](mailto:bmwplantaslp@jeffreygroup.com)

**BMW Group Brazil – JeffreyGroup Public Relations Agency**

JeffreyGroup Team - BMW GROUP Brazil

[grupobmw@jeffreygroup.com](mailto:grupobmw@jeffreygroup.com)

**BMW Group PressClub**

[www.press.bmwgroup.com/mx.html](http://www.press.bmwgroup.com/mx.html)

[www.press.bmwgroup.com/latin-america-caribbean?language=es](http://www.press.bmwgroup.com/latin-america-caribbean?language=es)

[www.press.bmwgroup.com/argentina/](http://www.press.bmwgroup.com/argentina/)

[www.press.bmwgroup.com/brazil/](http://www.press.bmwgroup.com/brazil/)